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Attorney for Plaintiff
Lilith Games (Shanghai) Co. Ltd.

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN FRANCISCO DIVISION

Lilith Games (Shanghai) Co. Ltd.,

Case No. 15-cv-01267-SC

Plaintiff,

**DECLARATION OF WANG XINWEN IN
SUPPORT OF PLAINTIFF'S MOTION
FOR A PRELIMINARY INJUNCTION**

uCool, Inc. and uCool Ltd.,

[Fed. R. Civ. P. 65]

Defendants.

Date: June 12, 2015
Time: 10:00 a.m.
Courtroom: 1, 17th Floor
Before: The Hon. Samuel Conti

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2. My name is Wang Xinwen, and I am over the age of twenty-one (21) years, of sound
 3 mind, and fully competent to testify in this cause.

4. I founded Lilith Games (Shanghai) Co. Ltd. ("Lilith") in May 2013 for the purpose of
 5 developing games for mobile devices, such as iPhones and iPads. I am currently Lilith's CEO, and
 6 in that role, I have personal knowledge of all of Lilith's game development efforts. I am also
 7 personally familiar with Lilith's distribution agreements and generally all other aspects of Lilith's
 8 business operations. As a result, I have personal knowledge that all facts set forth in this declaration
 9 are true and correct.

10. At the time Lilith was founded in May 2013, Lilith began to develop the game Dao
 11 Ta Chuan Qi in Chinese (literally meaning "the legend of sword and tower") ("Sword and Tower").
 12 Lilith's employees authored approximately 240,000 lines of software code for the purpose of making
 13 Sword and Tower operational, and that code expresses Lilith's originally created works.

14. Lilith owns Chinese copyright registrations for, among other things, the computer
 15 software code embodied in Sword and Tower. True and correct copies of Lilith's Chinese registered
 16 copyrights in its computer software, along with an English translation, are attached hereto as Exhibit
 17 A.

18. Lilith developed Sword and Tower through extensive effort and at great expense.
 19. Sword and Tower was first released in China in February 2014, through Apple's App Store. The
 20 game soon became immensely popular. By May 2014, Sword and Tower was named as China's top
 21 grossing iOS game, and by August 2014, Sword and Tower had become the number one game in all
 22 of Asia. As of March 2015, the game has been downloaded over 29 million times through one
 23 distribution channel alone.

24. Based on Sword and Tower's initial success, Lilith developed plans to release Sword
 25 and Tower in other countries. Specifically, Lilith entered into agreements with entities for the

1
2 distribution of Sword and Tower in Europe, Southeast Asia, Korea and Japan. Those agreements
3 grant the distributor the exclusive right to release Sword and Tower in their respective geographic
4 areas.

5 7. In addition to obtaining Chinese registered copyrights to protect its original works,
6 Lilith's employees also embedded a copyright declaration deep within Lilith's software code. Thus,
7 if the software code was copied, Lilith would be able to navigate to the embedded copyright
8 declaration and cause a pop-up screen to appear with the following: "LILITH GAMES ©."

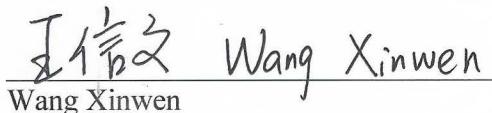
9
10 8. In August 2014, Lilith learned that uCool was distributing a game called Heroes
11 Charge, which Lilith believed infringed upon Lilith's copyrights. But as Lilith has begun to release
12 Sword and Tower in countries where Heroes Charge is also available, consumers have provided
13 negative feedback concerning Lilith, accusing Lilith of infringing upon Heroes Charge. Comments
14 from users of both games that disparage Lilith in this manner are damaging to Lilith's reputation as a
15 game developer. True and correct copies of just some of the negative user comments directed at
16 Lilith are attached to this declaration as Exhibit B.

17
18 9. Lilith's distributors have also expressed their concern and displeasure over uCool's
19 distribution of Heroes Charge in their territories. The distributors have informed Lilith that uCool's
20 actions deprive them of the benefit of their bargain, i.e., exclusivity, and they have exerted pressure
21 on Lilith to take necessary actions to prevent any further infringement of Lilith's copyrights by
22 uCool. Further, Lilith has not been able to secure an exclusive distributor in the United States
23 because of uCool's infringement. Indeed, distributors have declined Lilith's offers of exclusive
24 distributorship, citing uCool's release of Heroes Charge as defeating any exclusivity rights that
25 would be granted under such an agreement. Without such an arrangement, Lilith cannot effectively
26 distribute Sword and Tower in the United States.

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4 Under the laws of the United States, I declare under the penalty of perjury that the foregoing
5 is true and correct.
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7 Dated Mar. 30, 2015

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9 Wang Xinwen
CEO, Lilith Games (Shanghai) Co., Ltd.

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